INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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Three Technical Sessions Planned for 1960 Convention

Three technical sessions will be held during the 1960 Canners Convention next January at Miami Beach, Fla., under the joint sponsorship of the N. C. A. Research Laboratories and the Canning Machinery and Supplies Association.

"Problems in Quality and Quality Control of Foods" will be the theme of the first research breakfast on Tuesday, January 19. A well-known home economist who is thoroughly familiar with consumer attitudes will disclose "What the Consumer Expects in the Quality of Canned Foods." Three food technologists from the canning industry will discuss "Quality Control Techniques." A nationally-recognized research worker in the field of radiology and biophysics will report on "Expanding the Utilization of Radioisotopes and Nuclear Techniques in Food Technology and Processing."

A workshop on statistical quality control will be held Tuesday afternoon. At this session, canners who would like to find out how "SQC" can help them will have an opportunity to discuss their quality control problems with experts from industry and the N. C. A. staff.

The second research breakfast, on Wednesday, January 20, will be a "Canned Foods Problems Clinic." This idea was tried for the first time at last year's Convention and was considered highly successful. Members of the N. C. A. Scientific Research Committees, as well as the technical staffs of can and glass companies, have been invited to submit lists of the questions they believe most suitable for discussion at this clinic. After the questions have been screened, a preliminary list will be sent to technical people in the industry who will be asked to indicate the ten subjects of most interest to them, or to suggest alternate questions. The N. C. A. staff will then determine the questions of greatest interest, in order of their priority, and assign them to a panel of experts. Panel members will be drawn from the N. C. A. staff and the staffs of suppliers.

Small Business Subcommittee Subpenas Chain Store Buyers

Representative Roosevelt (Calif.), chairman of Subcommittee No. 5 of the House Small Business Committee, announced this week that records of eight major chain store buyers and the buyers of the nation's largest wholesale grocery company and one large "volunteer group" had been subpenaed.

The subpenas were directed to the buying officials who operate buying offices in the San Francisco area for their firms. The subpenas are returnable at hearings to be held by the Roosevelt subcommittee in San Francisco October 8-9.

Following are the names of the firms from which witnesses have been called:

A & P, Safeway Stores, Inc., Regent Food Company, Kroger, First National, National Tea, Winn-Dixie, Colonial Stores, Inc., American Stores, Food Fair Stores, Grand Union, Consolidated Foods Corp., and Topco Associates.

The Subcommittee's announcement contained the following:

"The Subcommittee has received complaints from many different sections of the food industry about concentration of buying power of the large chains, which allegedly forces canners to sell at discriminatory prices which are often below the cost of production. It is understood that the records called for will reveal many of the facts relating to the plans, negotiations, and buying activities of the large chains in their dealings with small canners.

"*The California Fruit News* reports that canners are afraid to speak out against the alleged coercive buying practices of the large buyers. 'For they fear that immediately they would be punished for such rashness by having more than half of the domestic market closed to them. The withholding of shipping instructions from an "uncooperative canner" has become one of the most effective forces employed by these buyers today.' "

'Better Meals' Newspaper Releases Issued Under C&TR

The "Better Meals Build Better Families" campaign, sponsored by the Bureau of Advertising of the American Newspaper Publishers Association Inc., opened September 14 and closed September 26. Early clippings from some of the 1,000-odd newspapers that featured the slogan indicate considerable use of materials and releases supplied by N. C. A.

In addition to the tie-in materials from the Consumer Service and Information Divisions, previously reported in the INFORMATION LETTER, a number of feature releases were prepared by Dudley-Anderson-Yutzy and distributed under the N. C. A. Consumer and Trade Relations Program. These were:

August 31—"Canned Foods Provide Nature's Best in Nutrition All Year Long," telling the story of how balanced, nutritious diets are obtainable from the great variety of canned foods. Sent to 500 papers with circulation of 19,500,000.

August 31—"Better Breakfasts Build Better Families," stressing the values of hearty breakfasts and the important part canned foods play in achieving them. It carried three breakfast menus utilizing such canned foods as fruit juices, corned beef hash, various fruits, chili con carne, and a number of suitable vegetable juices. To 500 papers with circulation of 8,000,000.

September 10—"Canned Foods Magic: Paella in Minutes," describing a combination meal of chicken, seafood, peas, and rice. The suggested recipe included these canned foods: chicken fricassee with gravy, chicken soup, minced clams, shrimp, peas, bottled gravy sauce. To 1,000 papers with a circulation of 30,000,000.

September 10-14—"Indulge that Superior Complex," a prestige story on canned foods, showing their superior quality and giving recipes for a casserole, a salad and a dessert, involv-

ing these canned foods: tomatoes, baked beans, corned beef hash, orange and grapefruit sections, and red tart pitted cherries. To 500 papers with a circulation of 6,000,000.

September 14-20—"Remember the Main on the Pantry Shelf," a feature stressing canned foods convenience and recommending pantry stocking giving recipe for an entree and a salad involving these canned foods: tuna, tomatoes, onions, green beans, diced carrots and peas, sliced beets, to 500 papers, with circulation of 8,000,000.

Canned Foods on TV

On September 28 canned foods will be the subject of a television demonstration over WTMJ-TV in Milwaukee. Breta Griem who has a popular daily program "What's New in The Kitchen" invited N. C. A. President Norman Sorensen and Katherine R. Smith, Director of the Consumer Service Division, to be her guests. She pointed out that recent surveys show the very large increase in the number of men who are finding that cooking is an engrossing hobby.

In line with Miss Greim's suggestions for the half-hour show, on Monday, Mr. Sorensen will prepare a bachelor meal, Miss Smith a platter casserole meal, and together they will demonstrate teen treats.

Farm-City Week

National Farm-City Week will be observed in the United States November 20-26.

Principal purpose of the observance is to bring about better understanding between rural and urban segments of society for the mutual benefit of all. It is believed that canner participation will afford an opportunity to enhance canner-grower and community relations on a continuing basis.

Among the several types of events in which canners might join, or which might be sponsored individually, are tours of canning plants, visits to agricultural areas, and banquets or get-together dinners, involving businessmen, community leaders, city dwellers, or farmers and farm leaders.

The coordinating agency, which has materials and suggestions for the observance, is Kiwanis International. The address: National Headquarters, Farm-City Week, 520 N. Michigan Ave., Chicago 11, Ill.

C&TR Cartoon Series Launched

Use of syndicated cartoons to stress the importance of the canning industry and build its prestige was authorized at the last meeting of the Consumer and Trade Relations Committee.

Since then the first of a quarterly series of Ripley-style cartoons has been prepared and distributed. It went out for September distribution in the syndicated feature "In This World," which is estimated to reach a circulation of 750,000 readers in 1,025 weekly newspapers. The first cartoon stressed the fact that canning is the "marketing arm of agriculture." Other points illustrated were the scientific basis of canning as pointed up by Louis Pasteur, the annual per capita consumption of canned foods, and the canning industry innovation of baby foods.

A second cartoon is scheduled for November distribution.

Myrna Loy and Poppy Cannon on "Celebrity Talk" Radio

Movie actress Myrna Loy and cookbook author Poppy Cannon are the most recent celebrities to sound the praises of canned foods on the daily radio show "Celebrity Talk," the interview program conducted by Maggi McNellis, which is part of the N. C. A. Consumer and Trade Relations activity. The program is broadcast on some 300 stations throughout the United States, Canada, and Mexico, as listed in local radio columns.

"With canned foods, the whole world becomes your garden," Poppy Cannon told Miss McNellis. Author of the well-known "New Can Opener Cookbook," whose revised edition will be published this fall, Miss Cannon is an accomplished gourmet and cook. Her new book, she told the radio audience, includes a chapter on "Can Opener Parties," which "tells what canned foods to keep on your shelf in case of a sudden party."

Her chat with Miss McNellis, already taped, will be broadcast October 14.

Interviewed on the show September 9 was Myrna Loy, now appearing in the film "Lonelyhearts." Miss Loy confided that her favorite salad is small whole canned beets with sour cream. She also prefers canned peas to fresh ones, lacing them with lettuce and onion the French way.

Co-ed Magazine

The September issue of *Co-ed*, a magazine for home economics students in junior and senior high school, carries the first of a series of articles that will appear on better buymanship. The article, "Are You a Canny Food Buyer?," gives information on shopping for canned foods.

The author begins, "Shopping for food can be much more than a walk to the store and the business of filling a cart as you check out your list. For adventurous and imaginative shoppers, it can be a trip around the world, a flight into the air, a plunge into the ocean's depths! You will find Chinese food side-by-side with Mexican food and Italian specialties . . . pizza and pomegranate juice, corn meal mush and crepes suzettes, applesauce and abalone.

"Marketing for your family, present and future, is both a responsibility and a skill, for you want to get the most nutritious and delicious food in the right quantities at the most economical price. Right now, let's talk about canned foods."

The article goes on to say, "Your best and most complete guide to buying is the label on the can." A discussion of the information found on can labels follows. An easy-to-follow can size chart and a discussion of storing canned foods are also given.

Two editions of the magazine are published, one for students and another for teachers and other home economists. The latter edition is included as part of *Practical Home Economics* magazine. The combined total of both editions has a reader audience of more than a half-million.

Canned Corn was Among Gifts to Nikita Khrushchev

Canned corn was included in a gift hamper of United States corn products presented to Nikita Khrushchev by Vice President Nixon during the latter's recent visit to the Soviet Union.

Both food and nonfood items were included in the assortment which was intended to illustrate the wide variety of American-made products derived from corn, a crop in which Khrushchev has shown considerable interest.

Russian-language labels were substituted for the U. S. labels prior to delivery of the products.

Manual on Fire Prevention

A handbook on fire prevention and protection in industrial plants has been prepared by the Navy and published by the U. S. Department of Commerce.

Basic fire prevention measures are covered, including requirements for construction, emergency and protective features, and safeguards against common hazards. Special fire hazards are also discussed. General storage criteria are set forth, as are various methods of inside and outside fire protection, such as extinguishing, detection, and alarm systems. One chapter covers the special problems of fire prevention and protection during construction.

The manual was prepared by the Navy's Bureau of Yards and Docks for use of its personnel responsible for construction and maintenance of the Navy's shore installations. Entitled *Fire Prevention and Fire Protection* (PB 151695), the publication may be ordered from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for $3 a copy.

BDSA Containers Division

Mason Turner of American Can Company has been named Assistant Director of the Containers and Packaging Division, Business and Defense Services Administration, U. S. Department of Commerce. He will be on loan for a six-month period under the arrangement by which industry makes executive personnel available for temporary service without government compensation.

Mr. Turner is supervisor of communications control for the sales department of American Can's Canco Division. He was first employed by American Can as an assistant in the sales promotion department 25 years ago. In 1943-45 he was assigned to special administrative duties in the firm's war products division, and he served subsequently in the general and eastern area sales offices, specializing in programs relating to food and and beverage containers. In his present post he is responsible for keeping Canco's sales force abreast of developments in all container-using industries.

N.C.A. Labs Aid Canners on Processing of Meat Products

After several years of study on the safety of pork products packed without pressure cooking and held under refrigeration until consumed, the Meat Inspection Division of USDA has authorized the preparation of a number of canned pork products in small cans.

Permission to can boneless cured pork products and luncheon meat without steam pressure cooking, using the labeling "Perishable, Keep Under Refrigeration," had previously been applicable only to cans of 3 pounds or more.

The new pork products authorized by USDA include canned hams, pork shoulder picnics, loins, and beef and pork luncheon meats in containers having a net weight from 12 ounces up to 3 pounds.

USDA's decision to permit the marketing of the new pork products in small cans was based on careful study which assured the safety of such products. The N. C. A. Washington Research Laboratory assisted the meat industry in presenting scientific evidence to the Meat Inspection Division supporting the safety of the pasteurized products in the small size cans.

More than 500 million pounds of these canned pork products in the larger cans have been merchandized successfully each year, USDA said.

1959 Pack of Apricots

The 1959 pack of canned apricots totaled 6,214,710 actual cases compared with the 1958 pack of 2,344,473 cases, according to a report by the N. C. A. Division of Statistics.

State	1958	1959
	(actual cases)	
Utah	44,713	68,565
Northwest	82,337	104,758
California	2,173,673	6,034,229
Other states	43,750	7,158
U. S. Total	2,344,473	6,214,710

1959 Pack of Sweet Cherries

The 1959 pack of canned sweet cherries totaled 1,006,315 actual cases compared with the 1958 pack of 1,508,325 cases, according to a report by the N. C. A. Division of Statistics.

State	1958	1959
	(actual cases)	
Michigan	315,465	136,606
Northwest	919,774	663,090
California	236,071	182,362
Other states	37,015	24,257
U. S. Total	1,508,325	1,006,315

Louis Ratzesberger Appointed

Louis Ratzesberger, Jr., 1953 President of the N.C.A., has been appointed a member of USDA's Agricultural Research Policy Committee. Established under the Research and Marketing Act of 1946, the Committee is made up of persons outside USDA chosen to review research and marketing activities and to advise the Secretary of Agriculture on problems that should receive special attention. It also helps to obtain the cooperation of producers, farm organizations, industry groups, and federal and state agencies in carrying out research and service programs.

Mr. Ratzesberger was named to a three-year term, representing the food processing industry. He is president of The Illinois Canning Co., Hoopeston, Ill., and a past president of the Illinois State Chamber of Commerce.

Paul Armstrong, retired general manager of Sunkist Growers, Inc., also is a member of the Committee, having been appointed in 1957.

Shipments of Metal Cans and Glass Containers, Jan.-July

Shipments of metal cans and glass containers during the first seven months of 1959 have been reported by the Bureau of the Census, U. S. Department of Commerce.

GLASS CONTAINERS

	1958	1959	Percent change from 1958
	(thousands of gross)		
Wide-mouth food:			
Jan.-June	19,273	20,270	+ 5
July	3,883	3,716	− 4
Jan.-July	23,156	23,986	+ 4
Narrow-neck food:			
Jan.-June	6,263	7,258	+16
July	1,232	1,466	+19
Jan.-July	7,495	8,724	+16

METAL CANS

	1958	1959	Percent change from 1958
	(short tons of steel)		
Fruits and vegetables:			
Jan.-June	539,032	548,814	+ 2
July	173,357	190,977	+10
Jan.-July	712,389	739,791	+ 4
Meat (inc. poultry):			
Jan.-June	65,934	70,886	+ 8
July	10,395	11,438	+10
Jan.-July	76,329	82,324	+ 8
Fish and seafood:			
Jan.-June	47,212	53,899	+14
July	15,766	12,857	−18
Jan.-July	62,978	66,657	+ 6

President Comments on Food Stamp Plan

The President this week expressed doubt that the food stamp plan recently authorized by Congress would be of benefit to needy people, and indicated that the permissive authority granted to the Secretary of Agriculture to establish a food stamp plan might not be exercised.

The President issued the statement in connection with his signing the bill, H. R. 8609, which includes provision for a food stamp plan utilizing up to $250 million worth of surplus foods in each of the next two years. The statement said, in part:

"The food stamp plan it authorizes carries the implication that more surplus foods would be made available to the needy people of the United States. Actually the bill would not do this. Needy people received federal surplus foods last year by direct distribution through state and local facilities. If implemented, this authority would simply replace the existing distribution system with a federally-financed system, further increasing the already disproportionate federal share of welfare expenses. The food stamp administrative mechanism would be much more complex, and it is extremely doubtful that it would provide any greater benefit to needy people than the present direct method."

Broccoli for Processing

The Agricultural Marketing Service of USDA has revised its U. S. standards for broccoli for processing.

The revised standards include a definition for scoring the defective portion of broccoli stalk, rather than the entire stalk; "well trimmed" and "fairly well trimmed" are specifically defined; and the wording of "damage by insects" is clarified.

The revisions were made at the request of the industry, USDA said, to keep the standards up to date. The revised standards were published in the *Federal Register* of September 23 and will be effective 10 days later.

Standard for Fruit Preserves

Notice is given in the *Federal Register* of September 23 that a petition has been filed with the FDA by General Foods Corporation setting forth a proposed amendment to the standard of identity for fruit preserves and jams so as to permit the use of cherry liqueur and/or rum as optional ingredients.

Clarence Stewart

Clarence Stewart, 79, identified with canned foods labeling during his long business career, died September 18 in the Easton, Md. Memorial Hospital. He was formerly associated with the Muirson Label Company, Meriden, Conn., and had moved to Easton 22 years ago.

Born in Baltimore, Mr. Stewart entered the canning industry in 1899 and was a diamond member of the Old Guard Society. It was reported that he had sold more canned food labels during his active years than any other individual in the country.

Mr. Stewart's interest in labels and labeling, however, transcended that of the average label salesman. He was active at the time of enactment of the Pure Food Law in 1906 and was consulted on matters of implementation of its labeling regulations. He was well known by and worked closely with every Food and Drug Commissioner from Dr. Harvey Wiley to date. Also he was a frequent advisor on labeling to the National Canners, Label Manufacturers National, and Tri-State Packers Associations, and on many occasions represented the interests of the industry before FDA officials.

Dr. O. B. Williams

Dr. Oscar Brown Williams, 64, a former member of the N. C. A. Research Laboratories staff, died September 23 in Dallas, Texas, after a brief illness.

Dr. Williams was in charge of bacteriological work in the N. C. A. Washington Laboratory from 1935 to 1941, and made many acquaintances among canners during that time.

Before coming with the N. C. A., Dr. Williams had been on the faculty of the University of Texas, to which he returned later to become head of the Department of Bacteriology. He retained his interest in the canning industry, and encouraged graduate students to select research projects on the bacteriology of canning. In addition, he served for some years as consultant to the Quartermaster Food and Container Institute and advised local canners at times on technical problems.

After graduation from the University of Texas, Dr. Williams did graduate work under Dr. K. F. Meyer at the University of California, leading to his doctorate in bacteriology. From this time on his primary interest was the bacteriology of food processing, in which he became widely known for his research and writings.

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